



MAR 12 1991

R. E. EVANS
Area Vice President
North Central Sales Area

Lakeside Ctr., Suite 208
6279 Tri Ridge Blvd.
Loveland, OH 45140
513-248-9590 FAX: 513-248-9668

March 6, 1991

Mr. R. C. Farmer

Dear Roger:

Attached is a copy of correspondence received regarding McLane Southeast which may prove helpful to you when calling on McLane in your area.

Sincerely,

A handwritten signature consisting of the letters "R. E." followed by "Evans" in a cursive script.

R. E. Evans

REE:cds

Attachment

S-3

Scott
RE WFO
copy needed
SGS
3/15/91

51862 0908

"We work for smokers."

FEB 22 1991



CATHY L. BISESE
Division Sales Manager

February 19, 1991

2995 Courtyards Drive, Door B
Norcross, GA 30071
404-729-3237
Fax 404-729-4074

Mr. F. J. Armstrong, Jr.
Mr. B. A. Becroft, III
Mr. C. A. Crouch
Mr. M. J. Edelmayer
Mr. R. D. Fox
Mr. R. J. Germaine
Mr. F. R. Gross

Mr. D. J. Gesmundo
Mr. R. H. Hilliard
Mr. Chris Huff
Ms. R. B. Little
Ms. J. B. McConnell
Mr. R. Noonan
Mr. W. W. Walters
Mr. D. M. Williams

SUBJECT: McLANE SOUTHEAST

TO: DIVISIONS WITH CHAINS SERVICED BY McLANE SOUTHEAST

Dear Ladies and Gentlemen:

McLane Southeast has agreed under the Winners Program to pre-pack one premium each quarter, ship BlG1F product as requested and ship premiums as requested. The following schedule outlines McLane's participation in our upcoming promotions through the first promotion of period 5.

McLane Southeast will only make shipments as outlined. No deviation from quantities or shipping specifications will be possible. This schedule has been devised to ensure promotions are sent in a timely manner and ensure consistency in McLane's handling of each promotion.

All premium promotions should be sold in 2 SKU's. In the event of a BlG1F, all quantities, as outlined in the DM Letter, should be doubled.

No Menthol or Regional Initiative promotions will be handled by McLane Southeast at this time.

All chain authorizations must be in my office as outlined on the Promotional Date Calendar. Do not send authorizations directly to McLane for participation in these promotions.

51862 0909

"We work for smokers."

Page - 2
McLane Southeast

Please use the attached examples for all promotions. Line numbers for B1G1F's will be entered on your authorizations by Division #2238 once they are received.

Please call if you have any questions or need assistance.

Sincerely,

Cathy L. Bisese

/ls

Attachments

c: J. W. Best, R. L. Rissler, C. A. Coyle,
J. P. Renahan, Jr., E. M. McAtee, R. P. Dotson,
M. C. Wallace, Lawrence Birlin, W. M. Reece,
E. S. Riggs, R. E. Evans

51862 0910

PROMOTIONAL SPECIFICATIONS

<u>PERIOD #</u>	<u>PROMOTION</u>	<u>SPECIFICATIONS</u>
3	CAMEL CAP W/3 PACK PURCHASE	2 SKU'S PER STORE. PRODUCT WILL BE ATTACHED TO PREMIUMS. ACCOUNT WILL BE BILLED FOR 12 CARTONS. EACH SKU WILL BE PACKED WITH 3 CARTONS CAMEL LIGHT BOX AND 3 CARTONS CAMEL FILTER BOX (SEE ATTACHMENT FOR ORDERING PROCEDURES).
3	WINSTON B1G1F	WILL NOT BE WORKED THROUGH McLANE SOUTHEAST.
4	CAMEL CAN HUGGER W/3 PACK PURCHASE	2 SKU'S PER STORE. PREMIUMS WILL BE SHIPPED SEPARATELY FROM CIGARETTES. (SEE ATTACHMENT B FOR ORDERING PROCEDURES).
4	TBD	IF A PREMIUM ITEM, THEN PREMIUMS WILL BE SHIPPED SEPARATELY. IF B1G1F, THEN B1G1F WILL BE SHIPPED. (SEE ATTACHMENT C FOR ORDERING PROCEDURES FOR B1G1F).
5	CAMEL T-SHIRT W/3 PACK PURCHASE	SAME AS CAMEL CAP W/3 PACK PURCHASE.

51862 0911

PROMOTIONAL DATE CALENDAR
MCCLANE SOUTHEAST

PERIOD	PROMOTION	AUTHORIZATION TO DIV. #2238 #1	ALLOCATION TRANSFERS MADE TO DIV. #2238 #2	ALLOCATIONS ORDERED BY DIV. #2238 #3	DISTRIBUTION DATE BY MCCLANE #4
3	CAMEL CAP W/3 PACK PURCHASE	3-18-91	3-25-91	3-27-91	4-11-91
3	WINSTON BIG1F	(WILL NOT BE WORKED THROUGH MCCLANE SOUTHEAST)			
4	CAMEL CAN HUGGER W/3 PACK PURCHASE	4-22-91	5-6-91	5-8-91	5-23-91
4	TBD IF PREMIUMS	5-6-91	5-13-91	5-17-91	6-6-91
	IF BIG1F	4-29-91	5-10-91	5-13-91	6-6-91
5	CAMEL T-SHIRT W/3 PACK PURCHASE	6-3-91	6-10-91	6-12-91	6-27-91

- #1 AUTHORIZATION MUST BE SENT TO DIVISION #2238. ALL AUTHORIZATIONS FOR PROMOTIONS SENT TO MCCLANE THROUGH DIVISION #2238.
PLEASE INDICATE THE NUMBER OF STORES RECEIVING THE PROMOTION ALONG WITH THE NUMBER OF SKU'S TO BE TRANSFERRED.
- #2 ALL TRANSFERS OF ALLOCATIONS MUST BE MADE TO DIVISION #2238. THE ACCOUNT MANAGER CALLING ON THE CHAIN WILL BE RESPONSIBLE FOR TRANSFERS OF ALLOCATION TO DIVISION #2238.
- #3 PROMOTIONS OR BIG1F ORDERED TO MCCLANE BY DIVISION #2238.

51862 0912

CHAIN AUTHORIZATION

ATTACHMENT A

SPECIAL INSTRUCTIONS:

STORES : 58

SKU'S : 116

51862 0913

CHAIN AUTHORIZATION

ATTACHMENT B

PROMOTION		CHAIN																
CAMEL CAN HUGGER W/3 PACK PURCHASE		ABC STORES (CHAIN ID# _____)																
FROM:																		
TO: RJR DIVISIONS		DIVISION SALES PERSONNEL																
SIS REPORTING																		
AUTHORIZED FOR STORE NO.'s <u>ALL STORES</u>		<u>BRAND ASSORTMENT</u> <table> <thead> <tr> <th>QUANTITY</th> <th>BRAND</th> <th>LINE NO.</th> </tr> </thead> <tbody> <tr> <td>* 6</td> <td>CAMEL FILTER BOX</td> <td>** 064097</td> </tr> <tr> <td>* 6</td> <td>CAMEL LIGHT BOX</td> <td>** 064089</td> </tr> <tr> <td>2</td> <td>RJR PROMOTIONAL DISPLAYS</td> <td></td> </tr> <tr> <td colspan="3">TOTAL CARTONS</td> </tr> </tbody> </table>		QUANTITY	BRAND	LINE NO.	* 6	CAMEL FILTER BOX	** 064097	* 6	CAMEL LIGHT BOX	** 064089	2	RJR PROMOTIONAL DISPLAYS		TOTAL CARTONS		
QUANTITY	BRAND	LINE NO.																
* 6	CAMEL FILTER BOX	** 064097																
* 6	CAMEL LIGHT BOX	** 064089																
2	RJR PROMOTIONAL DISPLAYS																	
TOTAL CARTONS																		
CHAIN AUTHORIZATION		Distribution Date: _____ Supplier: _____ Display Date: _____ Payment: _____ HQ _____ Store																
Name: _____ Title: _____ Date: _____		51862 0914																
SPECIAL INSTRUCTIONS:																		
# STORES : 58 # SKU'S : 116		* BRANDS USED AS EXAMPLE ONLY AS DM LETTER WITH PRODUCT SPECIFICS HAS NOT BEEN RECEIVED. ** CORRECT LINE NUMBERS NEED TO BE ON AUTHORIZATION FOR REGULAR PRODUCT.																

THANK YOU FOR PARTICIPATING IN THIS SURVEY. WE APPRECIATE YOUR TIME AND EFFORT.

CHAIN AUTHORIZATION

ATTACHMENT C

51862 0915